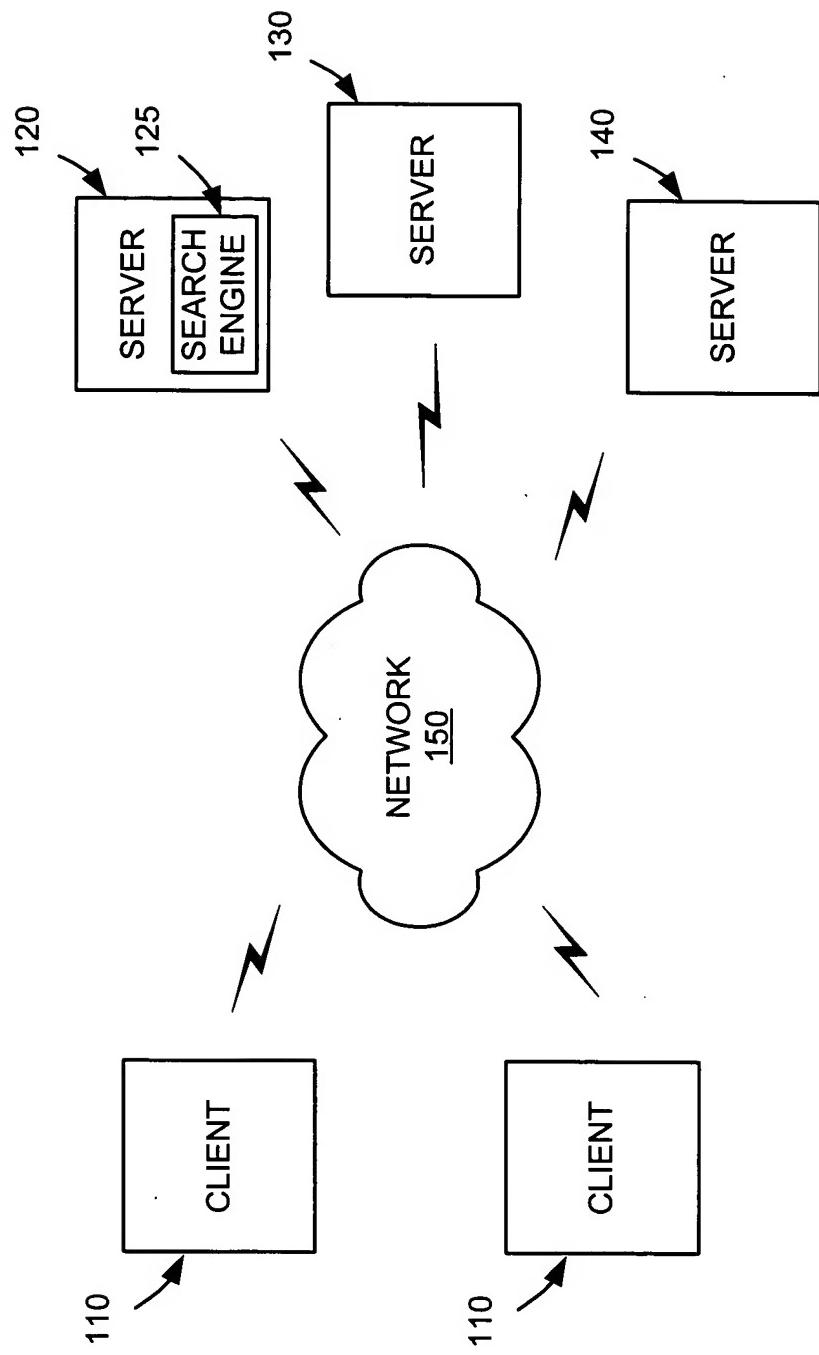
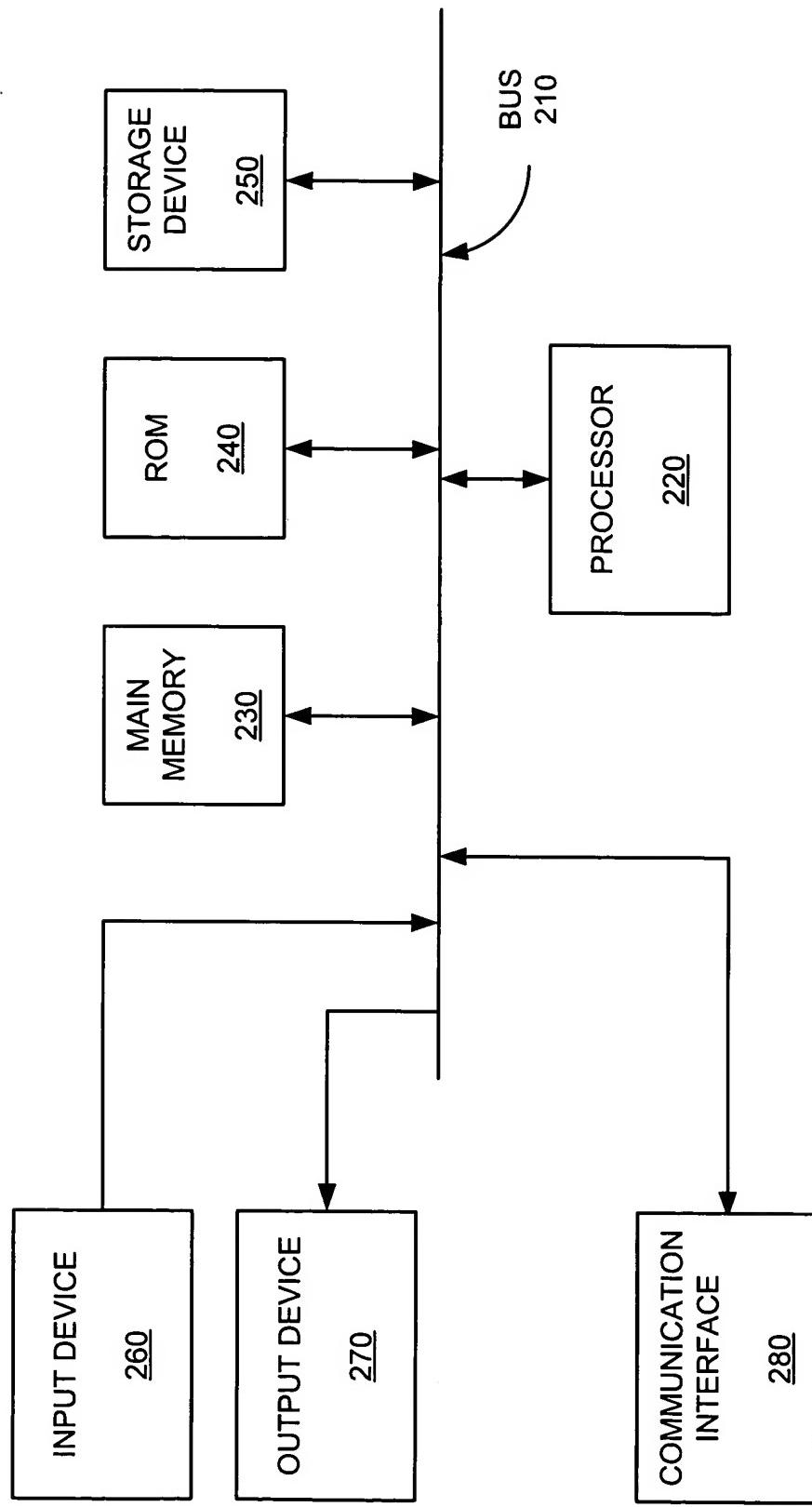


100 →

FIG. 1



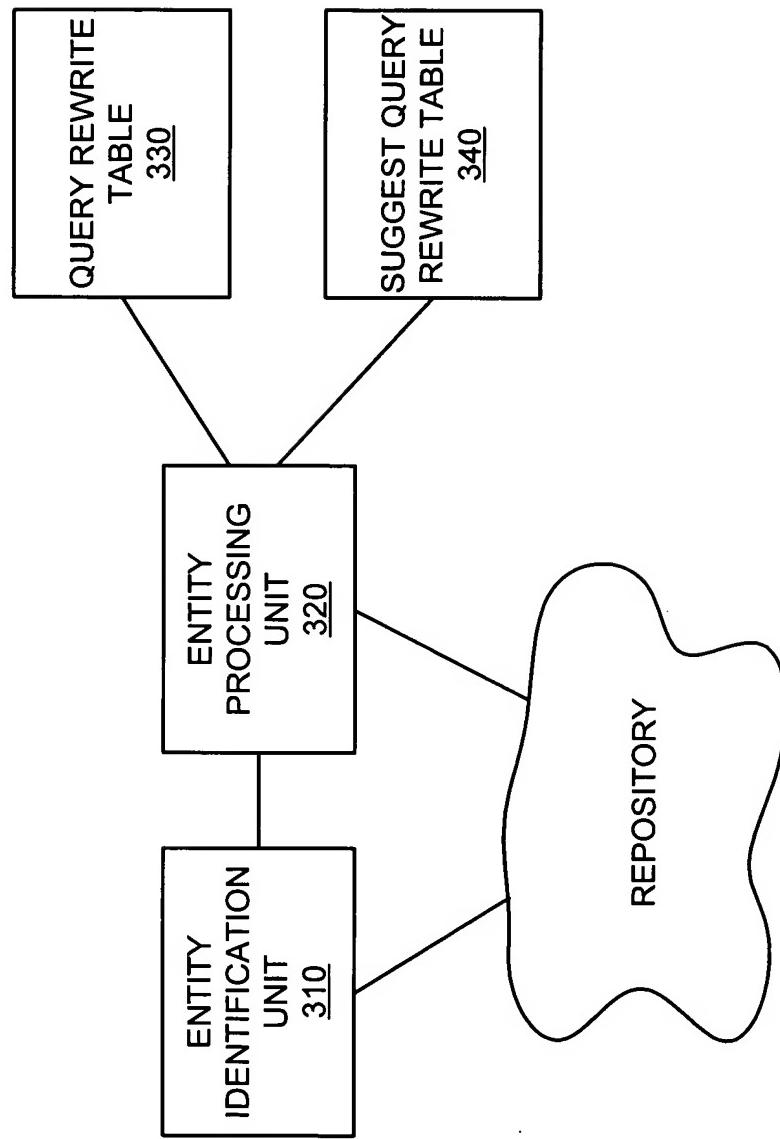
110-140 ↗



**FIG. 2**

**FIG. 3**

120 →



400 →      410      420      430

{      {      }

QUERY	SELECTED ENTITY ID	USER BEHAVIOR INFORMATION
QUERY 1	ENTITY ID 12	BEHAVIOR INFO 1
QUERY 2	ENTITY ID 3	BEHAVIOR INFO 2
QUERY 2	ENTITY ID 87	BEHAVIOR INFO 3
QUERY 2	ENTITY ID 123	BEHAVIOR INFO 4
QUERY 2	ENTITY ID 47	BEHAVIOR INFO 5
QUERY 3	ENTITY ID 89	BEHAVIOR INFO 6
QUERY 3	ENTITY ID 873	BEHAVIOR INFO 7
HARRY POTTER BARNES AND NOBLE	BARNES&NOBLE.COM	INFO RELATING TO ACCESS, INTEREST, ETC.
●	●	●

**FIG. 4**

500 →

510  
520

ENTITY NAME	ENTITY ID
NAME 1 VERSION 1	ENTITY ID 1
NAME 1 VERSION 2	ENTITY ID 1
NAME 1 VERSION 3	ENTITY ID 1
NAME 2 VERSION 1	ENTITY ID 2
BARNES&NOBLE	WWW.BARNESANDNOBLE.COM
•	•
•	•

**FIG. 5**

330 →

610	STRING	REWRITE TO
620	NAME STRING 1	ENTITY ID 1
	NAME STRING 2	ENTITY ID 1
	NAME STRING 3	ENTITY ID 1
	NAME STRING 4	ENTITY ID 2
	BARNES & NOBLE	BARNESANDNOBLE.COM
		• • •

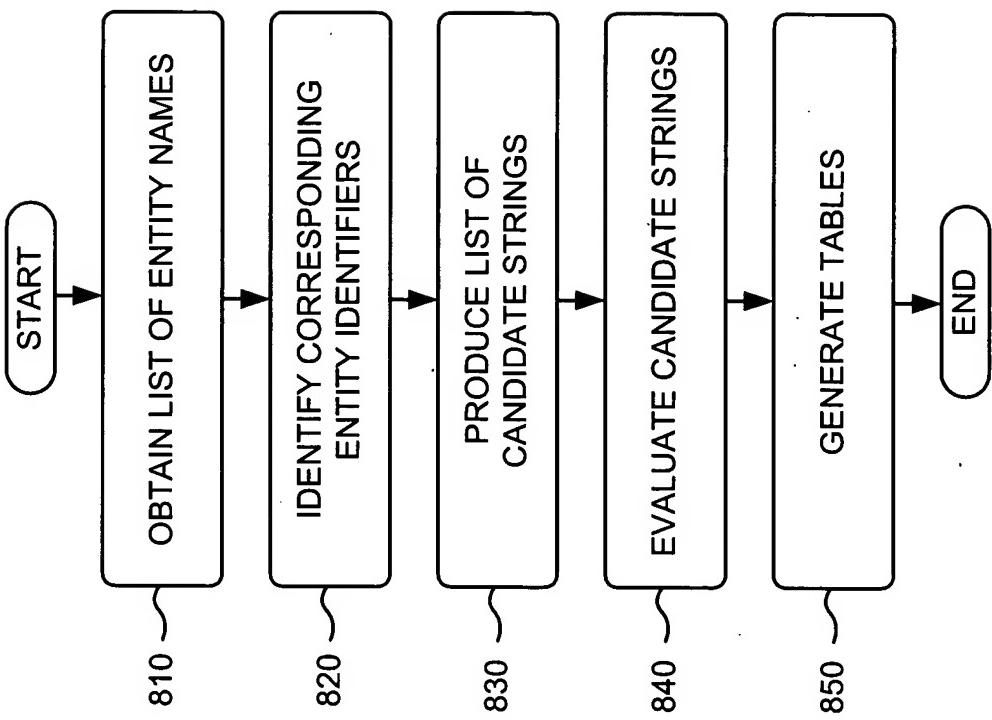
**FIG. 6**

340 →

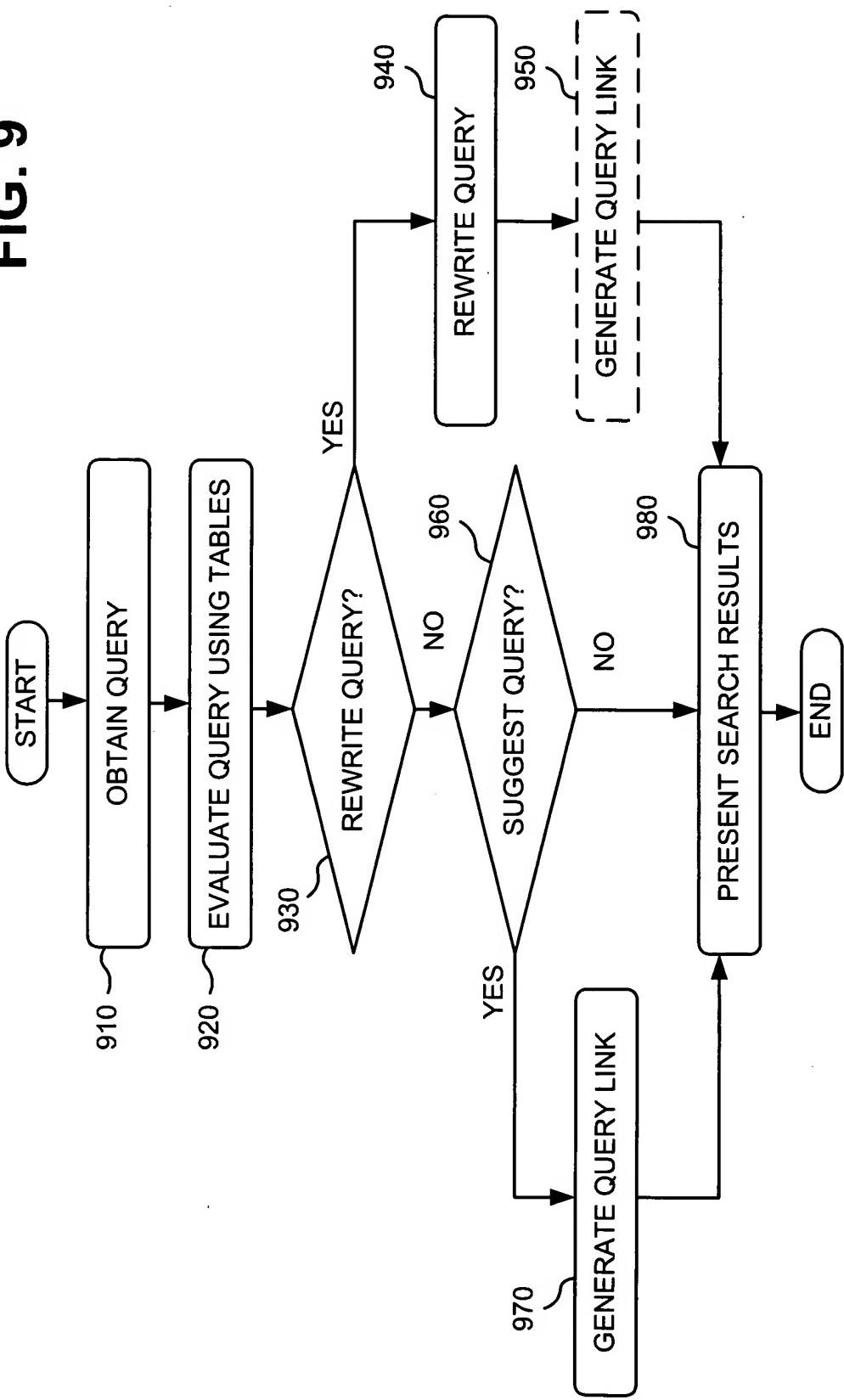
STRING	SUGGEST REWRITE TO
NAME STRING 1	ENTITY ID 1
NAME STRING 2	ENTITY ID 1
NAME STRING 3	ENTITY ID 1
NAME STRING 4	ENTITY ID 2
COACH	COACH.COM
•	•
•	•

**FIG. 7**

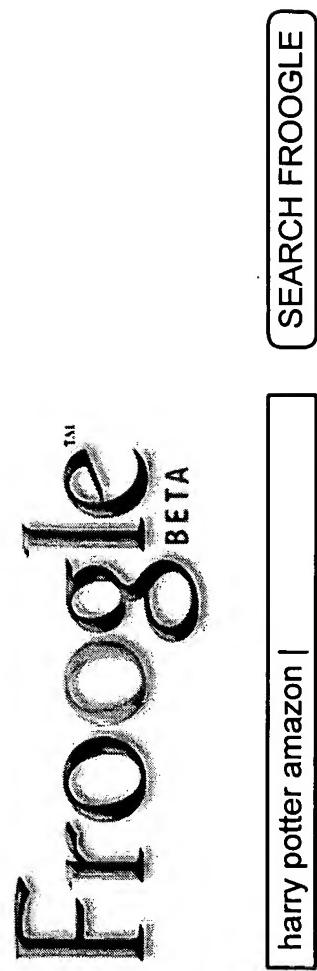
**FIG. 8**

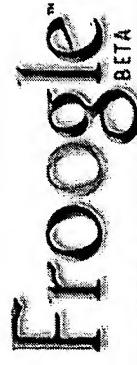


**FIG. 9**



**FIG. 10**



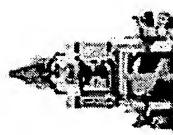


harry potter store:amazon

SEARCH FROOGLE

SEARCHED PRODUCTS FOR HARRY POTTER AT AMAZON.COM

SEARCH PRODUCTS FOR HARRY POTTER AMAZON ~~~~~ 1150



LEGO Harry Potter: Dumbledore's Office (4729) ~~~~~ 1110  
\$39.98 - Amazon.com - Blocks & Construction ~~~~~ 1120  
... Connect Dumbledore's Office to your Hogwarts  
Castle set for the complete Harry Potter experience! ~~~~~ 1130  
Includes Professor Dumbledore, Professor . . .

1140

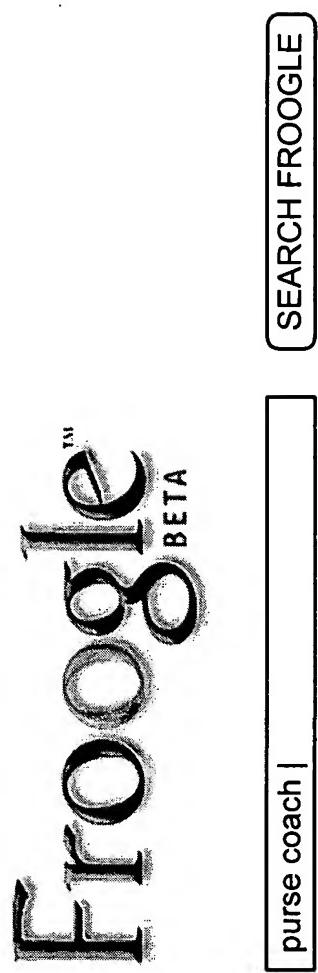


LEGO Harry Potter Escape from Private Drive

\$18.74 - Amazon.com - Blocks & Construction  
... Attach the string on the rear of the car to the window  
and pull it free so Harry can escape. Includes Harry  
Potter, Ron Weasley, and Uncle Vernon Dursley.

**FIG. 11**

**FIG. 12**



**Froogle<sup>BETA</sup>**

SEARCHED PRODUCTS FOR PURSE COACH

SEARCH MERCHANT COACH FOR PURSE ~ 1310

[Coach Mini Signature Bucket Tote Purse Khaki](#) ~ 1320  
\$44.99 - Yahoo! Auctions - Women's Accessories

Brand New COACH mini Signature Bucket Tote Purse in Khaki color. The size of this gorgeous purse is 10.5" x 8" x 5", and the adjustable ... ~ 1330

{ [More from Yahoo! Auctions] ~ 1340

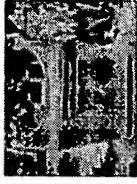
[\[More from Yahoo! Auctions\]](#) ~ 1350

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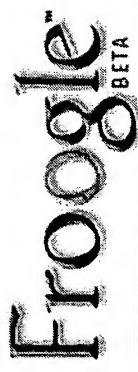
[Coach black signature demi purse](#) ~ 1340  
\$50.00 - Vendio - Women's Accessories

This is a black Coach signature demi purse. There are no guarantees on this item -- I never went and checked to see if it really ...

{ [More from Vendio]




**FIG. 13**

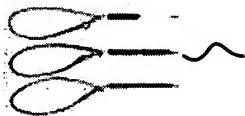


purse store:coach

SEARCH FROOGLE

SEARCHED PRODUCTS FOR PURSE AT COACH

SEARCH PRODUCTS FOR PURSE COACH ~ 1450

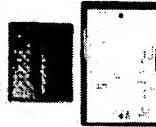


Coach Purse Pen

\$38.00 - Coach - Women's Accessories

This colorful enamel pen comes with a leather strap that can be clipped into a handbag. 4" enamel pen. 10 1/4" calfskin wrist strap with dogleash closure.

1440



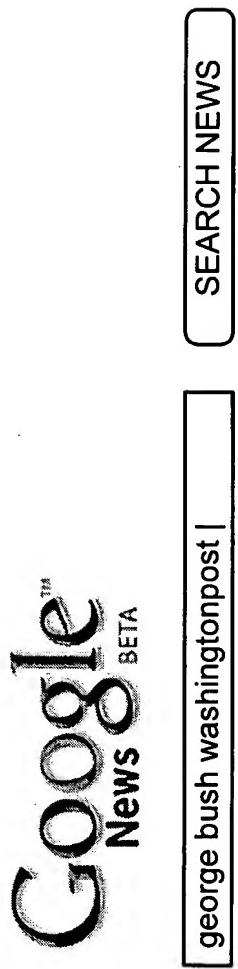
COACH Women's Wallet Polished Calfskin Elongated French Purse

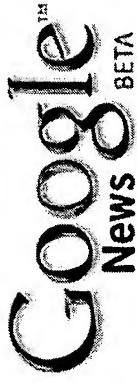
\$198.00 - Coach - Women's Accessories

A chic addition to your handbag. Ten credit card pockets. Three multi-function pockets. Outside gusseted zip coin compartment. Double bill compartments.

**FIG. 14**

**FIG. 15**





george bush source:washington\_post

SEARCH NEWS

SEARCHED NEWS SOURCE WASHINGTON POST FOR GEORGE BUSH

SEARCH NEWS GEORGE BUSH WASHINGTONPOST — 1650

Bush: Hussein Eluded Containment Efforts

Washington Post, DC - 10 hours ago

In defending his decision to go to war in Iraq, President Bush suggested yesterday a belief that UN inspections and sanctions were of limited utility in . . .

Bush Offers Shifting Rationale for Iraq War - Washington Post  
President Revises Rationale for War - Washington Post

and more >>

1610  
1620  
1630  
1640

Bush Offers Defense of Iraq War Rationale

Washington Post, DC - 23 hours ago

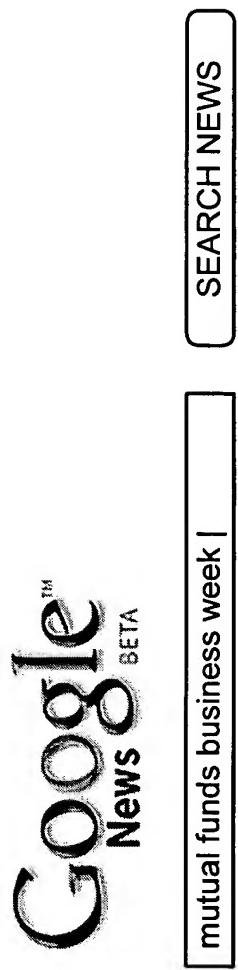
. . . Bush said he decided to go to war based on the intelligence he had at hand about Saddam, but said CIA Director George Tenet's job is not in jeopardy. . . .

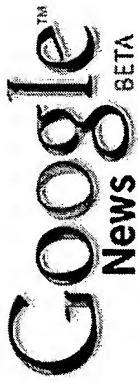
Bush, Aides Ignored CIA Caveats - Washington Post  
Imminent Danger at the CIA - Washington Post

and more >>

**FIG. 16**

**FIG. 17**





mutual funds business week

SEARCH NEWS

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**SEARCHED NEWS FOR MUTUAL FUNDS BUSINESS WEEK**

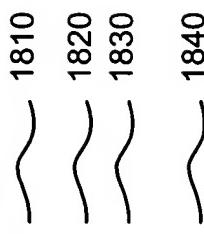
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**SEARCH NEWS SOURCE BUSINESS WEEK FOR MUTUAL FUNDS**

**Business Briefs**

San Antonio Express, TX - 10 hours ago

... Fidelity Investments, the largest US mutual fund company, plans to grow its business ... as Chinese and Japanese regional funds ... percent from 55 percent a week ...



**Wall Street high life bounces back**

Baltimore, MD - 7 hours ago

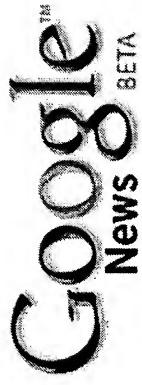
... are feeling liquid, there's big demand from mutual funds, hedge funds ... in December, all of a sudden this business ... was comfortable enough to spend a week ...

**Online trading powers up**

Arizona Business Gazette, AZ - 15 hours ago

... brokerages for more than just trading stocks, mutual funds ... of stock trading that has reinvigorated the business. ... Ameritrade this week opened a store in ...

**FIG. 18**



mutual funds source:businessweek

SEARCH NEWS

SEARCHED NEWS SOURCE BUSINESS WEEK FOR MUTUAL FUNDS

SEARCH NEWS FOR MUTUAL FUNDS BUSINESS WEEK ~~~~~ 1950

Dynasty In Distress

BusinessWeek - Feb 1, 2004

... by New York Attorney General Eliot Spitzer for "fraudulent" late trading and market timing of mutual funds. He continues to meet with Spitzer, says a source . . .

1910  
1920  
1930

Rescuing Reuters

BusinessWeek - Feb 1, 2004

. . . capitalization, then moved on into the stock positions of hedge and mutual funds. . . . that their product and service are compelling," says a Goldman source . . .

**FIG. 19**